

# BERLY COLFLESH-ELLIS



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## PR/Communications/Experiential Marketing

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### BIO

Berly has over 10 years of hands-on experience in Experiential Marketing Management and Execution, Communications, Presentation and Event Planning, Program Design, Graphic Design and Web Design. Over 4 of those action-packed years have been in a management position. She also brings with her 15 years of experience in news and theatrical production, both on-camera and behind the scenes. Ms. Ellis holds a Bachelor of Arts, Theatre Arts, with Minors in Business Management and Kinesiology from Pennsylvania State University.

### EXPERIENCE

6/2000 - Present                      Urban Bohemia, Inc.                      Manhattan, NY &  
Los Angeles, CA

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#### Founder/Creative Director

Event design, Production and Coordination:

IndieFilmPro  
Executive Producer UVL 2005  
The pARTy 2004

Market/Field Management for various NY & CA Agency Programs:

SoHo Experiential (*IMPERIA Vodka*)  
Team Marketing (*WaMu*)  
Vital Marketing (*Digame Futbol Fiesta*)  
Snap Marketing (*Walnut Acres*)  
MaxRacks (*Crunch, Wachovia Bank*)  
US Concepts (*Diageo NA, Schieffelin & Co.*)

7/2005 - Present                      SoHo Experiential, LLC                      Los Angeles, CA

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#### Southern California Market Manager

Responsibilities included Effective Event Execution, Successful Budget and Staff Management, Qualitative and Quantitative Reporting, Client and Consumer Relations: *1800 Tequila, Campari, SKYY90*

4/2000 - 4/2005                      US Concepts, Inc.                      Manhattan, NY

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#### Project & Operations Consultant/Event Coordinator/On-Site Manager

Client Services Team Project Consultant, designing and executing national programs for:

Johnnie Walker Brand Team  
(*Red Label, Higher Marques, Masters of Scotch, Classic Malts*)  
Captain Morgan Brand Team (*Parrot Bay, OSR, Tattoo*)  
Innovations remote event design

Operations Consultant:

Morale, Structure and Staffing consultant during OND internal staff changeover

High Profile Event Coordinator:

Brands:  
*Ciroc Vodka, Chandon Estates, Moet & Chandon, Casa Lapostolle, Terrazas, Ruffino, Johnnie Walker, The Classic Malts, Tanqueray, No. Ten, Hennessy, Guinness*

Events:

*7th on 6th, Fashion Week's VIP Lounge (3 yrs); Bridgehampton Polo Tournament (4 years); Hennessy Journey of Taste (1yr), Johnnie Walker Mentor Tastings (2 yrs); Higher Marques 3rd Party*

Events Ambassador (2yrs):

*Ciroc Vodka PR Events (3 yrs)... and many more*

On-Site Manager (on and off-premise)

Responsibilities included Event Execution, Staff Management, Qualitative and Quantitative Reporting, Client and Consumer Relations

4/2003-6/2003

Starlite Media Inc.

Manhattan, NY

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**Marketing Consultant**

Creation/Production of Brand Identity, Marketing Strategy & POP Collateral

6/2000-Present

Mattel/Fisher-Price Inc.

Manhattan, NY &

Los Angeles, CA

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**Spokesperson**

Spokesperson for Annual Buyers and Media Conferences 3-4 times per year.

4/2000-6/2000

The Association for a Better NY

Manhattan, NY

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**Assistant Event Production**

Responsibilities included organization and execution of the annual awards luncheon for the New York Junior Tennis League. Fundraising and follow-ups for large gifts were a significant part of the process. It was a fantastic experience working with New York's community leaders for a wonderful cause.

7/1991 - Present

TJB, Inc.

Hershey, PA

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**Technical production/Communications Consultant**

Worked with top management to create a web strategy. Built a new database for increased efficiency at inventory. Designed and created informational materials for clients as well as internal materials to educate employees about changes within the company. Helped to organize promotional events such as their bi-annual gem show, Corporate Gifting Program and Charitable Donation Initiatives.

**EDUCATION**

5/1998

Pennsylvania State University

US-PA-State College

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**Bachelors Degree**

Majored in Theatre Arts, School of Theatre Arts

Minored in Business Management (Finance, Computer Science, Economics) and Kinesiology

**Awards/Honors**

Manuel Duque Award, Irene Richards Scholarship (4 yrs)

**TECH SKILLS**

<b>Skill</b>	<b>Skill Level</b>	<b>Last Used</b>	<b>Experience</b>
Flash	Intermediate	Currently used	6 years
Adobe Photoshop 5.5	Advanced	Currently used	6 years
PowerPoint 2000	Advanced	Currently used	10+ years
Word	Expert	Currently used	10+ years
Excel	Advanced	Currently used	10+ years
Dreamweaver	Advanced	Currently used	6 years
Fireworks	Advanced	Currently used	6 years

**ADD'TL SKILLS**

<b>Skill</b>	<b>Skill Level</b>
Figure Skating	Intermediate
Horseback Riding (English)	Intermediate
Various Team Sports	Intermediate
Teleprompter	Expert
French Language	Proficient
And much more...	

**MEMBERSHIPS**

The Hollywood Hill (hhill.org), Stellar Network, Screen Actors Guild, Actors' Equity Association